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SURECROP



POCAHONTAS



CATSKILL

ALLEN'S

84th BOOK OF BERRIES



FAIRFAX



SPARKLE



EARLIDAWN

1885

84
YEARS

1969

DH Scott



FAIRFAX

See Page 6

ALLEN'S PLANTS

Standard of the Industry for

84 YEARS



REDGLOW

See Page 8

THE PLANT SITUATION - 1969

SHORT supplies of many varieties will be the story this year because of extreme heat during the summer. Many established plants died during August and runner growth was blocked well into September. This growth situation always results in far less plants per row.

PRODUCTION costs continue to rise. Anybody in business knows the spiral we are in.

REGISTERED PLANTS. No single step you can take is more important than knowing you have the best plants available. ALLEN'S WINNING PLANTS start you fast in your berry project.

SOMETHING NEW. We have a fine new midseason variety, "Red-chief" to offer this year. See Page 10.

ORDER EARLY. This way you can insure getting the varieties that you want. Also, this helps us plan our work so that the plants may be dug while thoroughly dormant and reserved for you.



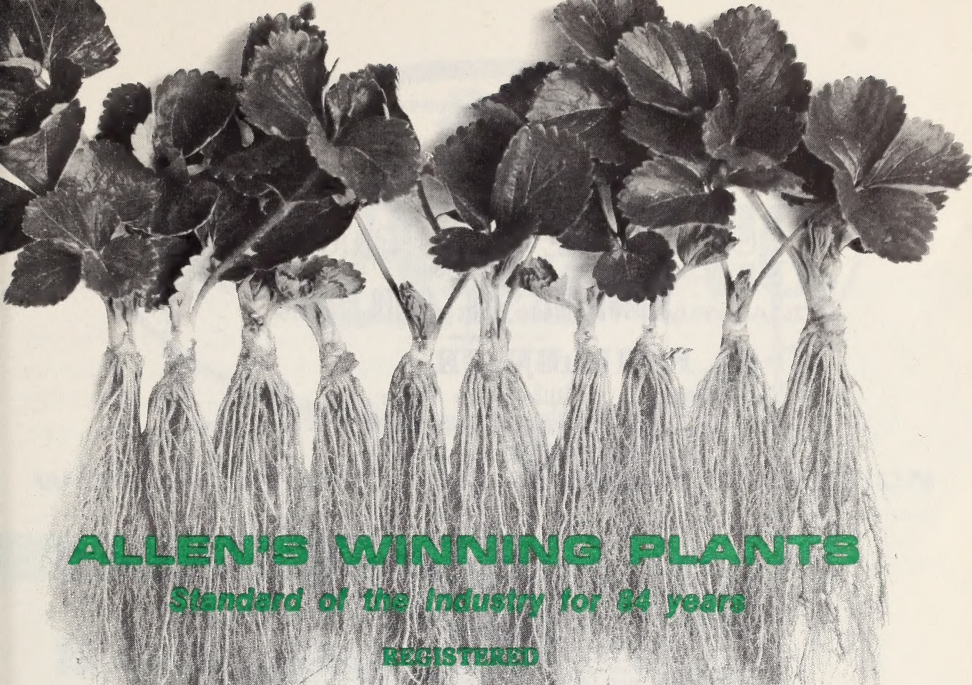
PICKING THE WINNERS

What's Best by Test!

Varieties	Where Grown	Size	Freezing Quality	Special Features	Page No.
EARLY					
Blakemore	South	Med.	Fair	Firm berries, v.w.r.*	8
Dixieland	North & South	Med.	Very good	Firm, good processor	6
Earlibelle	Southeast	Med.	Very good	Firm, high flavor	5
Earlidawn	North & South	Large	Very good	Frost free, productive	5
Fairfax	North & South	Med.	Poor	High flavor	6
Florida 90	Florida	Large	Poor	Good shipper	8
Midland	Northeast	Large	Very good	High flavor	7
Premier	Northeast	Med.	Fair	Frost free, v.w.r.*	7
Redcoat	North & Canada	Med.	Fair	Firm, productive	9
Redglow	Central & North	Large	Very good	High flavor, r.s.r.*	8
Senator Dunlap	North Central	Med.	Fair	Hardy, good flavor	9
Sunrise	Middle states	Med.	Poor	Good flavor, v.w.r.,* r.s.r.**	9
Suwannee	North & South	Large	Fair	High flavor	9
MIDSEASON					
Catskill	Northeast	Large	Good	High in Vit. C, v.w.r.*	10
Empire	North	Large	Fair	Productive	11
Fulton	North	Med.	Fair	Hardy, firm	12
Midway	North	Med.	Very good	Hardy, r.s.r.**	11
Pocahontas	North & South	Large	Very good	Productive	13
Redchief	North	Large	Good	Vigorous, v.w.r.,* r.s.r.**	10
Surecrop	Middle states	Med.	Very good	High vigor, v.w.r.,* r.s.r.**	12
LATE					
Albritton	South	Large	Very good	High quality	15
Armore	Middle states	Med.	Poor	Productive	15
Fletcher	North	Med.	Good	Good quality	14
Jerseybelle	Northeast	Large	Poor	Beauty & Size	16
Robinson	North	Large	Poor	Productive, v.w.r.*	15
Sparkle	North	Med.	Good	High vigor, r.s.r.**	14
Tennessee Beauty	Middle states	Med.	Very good	Beauty, v.w.r.*	14
VERY LATE					
Redstar	North	Large	Good	Firm, good flavor	17
Vesper	North	Large	Poor	Productive	17
EVERBEARING					
Ozark Beauty	North & South	Med.	Fair	Grows well	18

*Verticillium wilt resistance

**Red stele resistance



ALLEN'S WINNING PLANTS

Standard of the Industry for 84 years

REGISTERED

For best results from your own efforts in growing berries we hope you will use Allen's Winning Plants. They are registered and are grown under the following rigid schedule. As a berry grower you cannot afford to do all of these things but you should insist that your plant grower do them for you. By renewing your planting stock every year or two you can realize most of the benefits from this program.

Here are the things we must do to qualify for the registered label which means so much to you as a grower:

1. Provide a screen house as a source of indexed virus free plants.
2. All planting stock must be used from virus free sources and must be kept virus free. This requires 12 to 14 dustings to kill the aphid which is the carrier of virus organism.
3. This superior virus free stock must be grown in isolation from other plants in the neighborhood which are not being dusted or are not virus free.
4. Soil fumigation before setting of plants and fumigation twice during the growing season to eliminate nematodes. Allen's fields all have three fumigations to give you superior plants.
5. Abundant plant food, reinforced with a minor element mixture insures that Allen's plants never want for anything.
6. Chlordane is added to the fertilizer to kill ants, cutworms and grubworms.
7. Continuing inspections to make sure that our planting stock and fields are free from red stele and other diseases.

Enclosed is my order for 150 strawberry plants; three varieties I haven't grown before. I have grown your plants since 1954 and they have always been excellent for true-to-name, growth and yield.

Well Satisfied,

Glenn W. Denmark
Hamilton, New York

SPRING, 1888.

CATALOGUE AND PRICE LIST
OF CHOICE

STRAWBERRIES AND OTHER FRUITS.

W. F. ALLEN, JR.,

Allen Fruit Farm,
Allen, Wicomico County, Maryland.

GREETING.

PATRONS WILL PLEASE READ CAREFULLY.

I **N** presenting my annual catalogue to my patrons and the public, I would congratulate them on the improvement that has been made in the past few years in our small fruits; while we have not attained perfection in any of them, yet we can see that great progress has been made in that direction, when we compare some of the new varieties with the older sorts; yet there is some of the new berries put upon the market that I am sorry to say are hardly worth propagating. I have made plant-growing a study my whole lifetime, and always try to grow the best varieties, and I shall try to give my patrons the advantage, by describing plants as I have found them, as far as it is possible for me to do so.

I cannot offer any prizes as an inducement to buyers and have not placed prices so high that I am enabled to give a discount, but I will give one dollar's worth of plants for that amount in cash. While you may perhaps think my prices somewhat higher than some other nurseries or plant dealers, I do claim to send out plants that will give good satisfaction, and when you take into consideration the quality of my plants and care in packing you will agree with me and say my plants are well worth the difference.

I cannot offer stock below the cost of production. I do not think it advisable for any one to purchase nursery stock when it is offered at a lower rate than the producing cost. You had better get good stock, even if it costs a few cents more, it will be the cheapest in the end.

While I exercise every care with my plants in keeping them pure, I will guarantee every plant as I shall recommend it, and should any prove otherwise I will cheerfully refund the money or refill the order.

PACKING.—Packing is executed with care, for which no charge is made. Special pains are taken to pack as lightly as possible to insure the arrival of plants in as good condition as possible. I use light trays for expressing. When plants arrive if not ready for setting they should be unpacked and heeled in, and if the roots are dry they should be moistened.

NOTICE.—Directions that should be observed before making your order: Your name, postoffice, county and State should be distinctly written, and be sure that neither is omitted. It sometimes occurs that letters are received containing money and it is impossible to tell from whom or whence they come. Packing season begins about Feb. 15 and ends about May 1 for spring planting.

Remit by Money Order on Salisbury, Md., by Registered Letter, by Check or by Express. Postage stamps accepted for fractional parts of a dollar.

Give me a trial order and see how well I will treat you.

Address

W. F. ALLEN, JR., Allen, Md.

In 1888 our 4th annual catalog pledged the standards that W. F. Allen set for his business—which are still rigidly adhered to by his company 84 years later.



WORLD'S FINEST STRAWBERRY SELECTION

EARLY VARIETIES

EARLIDAWN

Earliest of all

EARLIDAWN is the greatest of all varieties for its earliness in ripening. Protection of bloom by the short flower stems, produced by vigorous plants, makes it the most frost proof of any variety we know at present. EARLIDAWN plants make adequate runners under satisfactory conditions of soil and moisture. Susceptibility to verticillium wilt and red stele are inherent in this fine variety, however, and where either may be present in the soil, EARLIDAWN is not recommended for planting. Berries are large in size, firm, of fine rather tart flavor, glossy and vivid red. These qualities make EARLIDAWN berries excellent for marketing, table use, freezing and preserving. We vote EARLIDAWN tops for early from North to South! See Color Picture, Back Cover.

EARLIBELLE

A Southern commercial variety

EARLIBELLE was released last year as an early commercial variety for North Carolina and South. Although the season was more toward mid than early with us here in Maryland, results were good and we do not hesitate to recommend EARLIBELLE for its quality berries. Berries are medium large, bright red, glossy and firm, with tart flavor to make them good for processing.

Plant production is good. EARLIBELLE plants are smaller than some varieties in size but run so freely they must be thinned for best production.

The Earlibelle plants received from you in 1966 were excellent plants and the berries were just outstanding.

L. W. Wicks
Huntsville, Ala. 35810

DIXIELAND

Still preferred by many

DIXIELAND has a wide climatic adaptability which extends from Canada to Mexico. The berries are quite tart, light in color, very firm, big and beautiful.

They are very popular for shipping and processing and will hold on the vines the best of any variety in our experience.

Leaf variegation (yellows) continues to plague this variety and we control this condition by constant roguing of our stock. Our stock is virus free but not free from yellows — but we do feel that for the grower who wants DIXIELAND, our stock is the best bet.

FAIRFAX

*Deserves the silver spoon treatment —
and we are giving it to her this year.*

FAIRFAX has just about everything for the grower interested in table fruit. FAIRFAX berries are firm, bright red and beautiful, holding size well. They contain the least acid of any of the common varieties and this makes them so *delicious* for desserts. FAIRFAX berries sell best on the local market since quick picking and handling are necessary to prevent darkening which may result from delays. On the score of eating and selling locally, FAIRFAX berries can't be beat! See Color Picture, Inside Cover.

In April, I received 1,000 Earlidawn plants from your nursery — and after the season was all over for berries, I picked and sold \$40.00 worth of berries off these plants. Last summer they were just wonderful! Could even find berries on them right up to fall. They are sure nice to pick!

Ashley Slack
Amherst, Ohio

In May of 1968, Mr. Earl E. Evans, of Grafton, Virginia, sent a clipping from the local paper. He fruited Fairfax plants purchased from our company — and the "giant strawberry" produced was worthy of publication: final measurements were 4 x 10½ — weight, 5 ounces. Some picking!

MIDLAND

Freezing excellence — early — highest quality

For freezing and preserving excellence you can't go wrong with MIDLAND. MIDLAND berries are very early, firm, with bright red color clear through — and of high flavor. The dulling of color when held, however, keeps it from being as great as it could be on the wholesale market

MIDLAND is not a variety we consider free in runner production but under proper care, plants are large and vigorous. Although not fully hardy, MIDLAND has in its favor resistance to leaf spot and leaf scorch. See Color Picture, Center.

I've been purchasing plants from you folks for many years and never lost one. They're always received in great shape. Thru the years we've grown almost all the standard varieties and more or less decided to stay with Midland. They do well here in Long Island.

Howard Weinmann
West Babylon, New York



Picking PREMIER Some Years Ago

PREMIER

Frost proof — early

PREMIER (also sold as Howard-17, the original name) is in the parentage of many later and better varieties. The frost hardiness of PREMIER, along with resistance to leaf spot and scorch, as well as high tolerance to virus diseases, made it a leader in sales for years. Its large, bright red, flavorful berries are undoubtedly the reason growers still call for PREMIER plants.

REDGLOW

The American beauty

REDGLOW berries are a beautiful shiny red and so attractive that there are no varieties that can top it in beauty and quality. The berries ripen at the same time as Midland and are rated very good for freezing.

Plant growth and runner production under most conditions are quite good. REDGLOW is resistant to the most common strain of red stele and is adapted to the middle states. Earliness and exceptional beauty bring the top dollar for this fine variety. See Color Picture, Inside Front Cover.

I have been getting plants from you for several years and they have always proved to be just what you say. I am ordering 1,000 more Redglow; they are really a beautiful and sweet berry — and Tennessee Beauty just can't be beat for production and flavor. I recommend your plants to all my friends.

Mrs. Glenenth Pauley
Scott Depot, West Va.



FLORIDA 90

High aroma, large fruit

FLORIDA 90, with its vigorous plant production, large fruit size and excellent shipping characteristics, has just about taken over the Florida acreage. Bright red berries and high aroma make this variety extremely popular with Northern trade.

Leaf spot and leaf scorch are still a problem with FLORIDA 90 and we continue to use copper in our spray schedule.

BLAKEMORE

The Great Southern Shipping and Processing Berry

BLAKEMORE is still the great southern shipping and processing berry. Plants are vigorous and it is sometimes necessary to thin the plants to keep the bed from getting too thick. BLAKEMORE berries are firm, light colored, quite tart in flavor — making them fine for freezing and preserving. Berries run medium to large in size under good conditions — with adequate moisture and no crowding in the beds.

SUNRISE

Vigorous plants

The SUNRISE variety has great promise for growers on the watch for an early ripener — well adapted to the Mid-Atlantic states. SUNRISE performs well in runner production, with plants very vigorous. Resistance to verticillium wilt, leaf scorch, mildew, and triple resistance to red stele are strong points in favor of this fine variety.

Berries are glossy, bright red, conic shape, with firm light pink flesh. They are of good dessert quality but not considered excellent for freezing. See Color Picture, Center.

Went to Alma Center, Wisconsin, strawberry growing center — and I still find Allen's plants the nicest and healthiest looking.

Ed. Kohner
Minnesota City, Minn.

SUWANNEE

Superior flavor

A sister of BLAKEMORE and re-introduced for its high flavor. Runner production is good and it is similar to BLAKEMORE in having fine resistance to leaf diseases. Berries are firm, bright red, average in size, glossy and somewhat softer than BLAKEMORE. Superior flavor makes it well worth trying for that taste treat.

REDCOAT

Firm of flesh

REDCOAT is a very attractive mid-season variety for the North and Canada. Berries are glossy, light red, of large average size. Firm flesh makes it a good shipper and our growers tell us it is of good dessert quality and fair for processing.

Resistance to mildew is part of REDCOAT's inheritance but it is susceptible to verticillium wilt and leaf spot.

SENATOR DUNLAP

The old standby

For fifty years or more, SENATOR DUNLAP has been an important variety to Northern growers. Its hardiness, wide adaptability, fine flavor and color of berries produced, kept it at the top of the heap for many years. Newer varieties have replaced it in part but SENATOR DUNLAP remains a favorite with those who have grown it over the years. Where hardiness, vigor and fine flavor are the main requisites, SENATOR DUNLAP will fill the bill!



MID SEASON VARIETIES

REDCHIEF / NEW

New and good

REDCHIEF has just been released to nurserymen by the USDA. It was tested as MD-US 3068, originating from a cross of NC 1768 and Surecrop. Inherent in its parentage from Surecrop is the red stele resistance that has been such an important factor in the development of this new and exciting variety. **REDCHIEF** is a late midseason variety — ripening several days later than Surecrop. The red stele resistance of *Redchief*, as well as resistance to verticillium wilt, means a degree of vigor in this variety similar to Surecrop. It will grow well for you even under adverse conditions. We heartily recommend the new and good *Redchief* for fine crops of beautiful berries.

Berries of **REDCHIEF** are medium to large, deep red, firm and glossy. The flavor is sweet and holds well in freezing. Growers using the pick-your-own method of marketing will find **REDCHIEF** pleasing to their customers.

CATSKILL

Still the king

Other varieties may advance or wane in popularity but **CATSKILL** remains "The King" with many growers. **CATSKILL**'s adaptability extends from North Carolina to all Northern states. **CATSKILL** plants are vigorous, ever so productive, hardy, and resistant to leaf trouble and Verticillium Wilt. **CATSKILL** berries are large, attractive, fine quality, and loaded with Vitamin C. They are suitable for freezing and do well on local markets. Need we say more?

I bought 300 Catskill plants from you a year ago. We had a wonderful crop of berries, some as large as silver dollars and all we could eat. I set these plants out in a snowstorm and everyone thought we were foolish but we never lost a plant. They really love this climate. People came to see my berries, they were so big! We were thrilled with the plants.

A. A. Cook, Jr.
Greenville Jct.
Maine

MIDWAY

Can't be beat

MIDWAY, introduced in 1960, gave growers in the middle states just what they wanted—a mid-season variety with vigor and vitality! Plant growth is extra good on heavy soils or on lighter soils with irrigation. MIDWAY plants have resistance to the common strain of Red Stele, another point to credit. Berry production is above average, with berries medium large, deep red, firm, of good flavor—and excellent for shipping or freezing. All in all, it is not surprising that MIDWAY has nudged other varieties out of the berry picture in some areas. *See color picture, inside back cover.*



Allen's MIDWAY mean profit for you.

EMPIRE

Grow our plants for fine crops

EMPIRE was introduced in 1951 and since then has done well in most of the Northern states. The right climate encourages EMPIRE to make vigorous growth and produce large, bright and attractive berries with fine green caps. While EMPIRE berries are inclined to be less firm than some, close picking and quick handling overcomes this slight handicap and you will find EMPIRE easy to market—and profitable.

SURECROP

Triple threat to Red Stele

SURECROP is widely adapted from upper South to the North. Plants are vigorous and runners develop freely under almost all conditions. SURECROP berries are glossy, light red, firm of flesh, tart in flavor, of good dessert and freezing quality.

For a sure thing, SURECROP is the variety to set! It is among the most resistant of all American varieties to several strains of Red Stele root rot, leaf spot, leaf scorch, and Verticillium Wilt. In addition, it is drought resistant. An outstanding variety. See color picture, center.

SURECROP FRIENDS

We bought Surecrop plants from you and they have produced the largest, nicest plants and berries we have seen.

T. Graham Pierce
Colerain, N. C.

Last year, I purchased 700 Surecrop strawberry plants and they are the finest I have ever grown. We have picked about 1,400 quarts this year.

A. C. Dobbelaere
Shawnee, Kansas

I would just like to tell you how well the strawberry plants I ordered in the Spring of 1966 have grown. The 50 Surecrop plants produced 40 quarts last season. Though the Sparkle did not produce as many they were very nice and large and I am sure they will be very good this year as they picked up very nice at the end of the season. P.S. Also, I want to say: I treated all our neighbors and every one agreed they were the most delicious berries.

Mrs. Francis McMullen
4 Dawn Lane
Suffern, N. Y. 10901

In 1964, we received 75 plants from you, 25 Surecrop, 25 Catskill, and 25 Fairfax. Never lost a plant and they all did good. Also, last spring, the last week in March, I received 100 Ozark Beauty and never lost a plant! Starting in July, we picked a quart every other day — and in August, a quart every day — up to October. They are beautiful plants.

Oscar Thompson
251 East Dearborn
Havana, Ill.

FULTON

Extra firm, extra good

FULTON was introduced in 1959 as a firm variety well adapted to the Northeast and Central areas. This firmness of FULTON berries is still a major consideration for Northern growers. In addition, any grower will be pleased with appearance, size and flavor of the FULTON berries, which freeze or preserve well. Plant growth is good, with full foliage and free runner production under satisfactory conditions.

POCAHONTAS

Wide adaptability for good yields

POCAHONTAS has been a sales leader from the upper South through the Midwest for several years. This is partly due to wide adaptability to climate and soil. Growth and vigor of plant production makes it an easy variety to grow. When you add to this feature, excellent yields of large, firm, bright red and rather tart berries that ship or freeze well, then you will begin to realize why POCAHONTAS is still at the top.

POCAHONTAS' POWERFUL POINTS

1. Wide adaptability to climate and soil.
2. Productivity equalling Catskill, Sparkle and other great producers.
3. Large average size of berries, together with the bright red attractive color and showiness. (See color picture in center of catalog.)
4. Its pre-eminence as a variety to set in late summer (where plants are available) for a partial crop the following spring.
5. Berries are of good dessert quality (somewhat tart) and considered excellent for freezing.
6. Firmness to make an excellent shipper.

Received the berry plants and they were in fine condition. Just like the plants we always got from you, they are tops! They are set and we had a light shower on them last night. Don't think we will lose a one! Just thought you would like a good word.

James W. Joyce
Madison, Indiana



Pocahontas plants from Allen's will produce for you.

LATE VARIETIES

SPARKLE

Superb quality — real money maker

For a late variety in the Northern States, SPARKLE leads the field! SPARKLE plants are so vigorous under good conditions, the bed must be thinned out to prevent overcrowding which may reduce fruit size. Plants are resistant to one strain of Red Stele root disease and the lateness in bearing prevents frost injury. As to the berries, they are superb in quality, rich crimson red and pretty as a picture. SPARKLE berries really do sparkle on the vine—and average medium to large in size. They are excellent for freezing or preserving—and are a real money maker on the fresh market. See color picture, center.

I've always had wonderful crops of fine berries, both from SPARKLE and CATSKILL, but favor the Sparkle for it seems to thrive on adverse weather conditions that have lowered production on other varieties. Each year that I send you my small order, I've meant to mention the fact that my Dad, and also my Grandfather, back around 1910 or 1912, always purchased new plants from Maryland and I'm quite sure it was your nursery they ordered from. The strawberry patch was the first place I hit when I got home from the "one room school". We always had plenty of berries and sold a few hundred quarts each season. Thank you for past good service and plants.

David B. Dickinson
Rt. 2
Plymouth, N. H. 03264

FLETCHER

High flavor — good freezer

Northern growers will be interested in the FLETCHER, descended from Midland and Suwannee. It is a late mid-season variety of high flavor and good freezing quality. The combination of heavy crops and good quality is hard to beat and northern growers will be delighted with FLETCHER on both scores.

TENNESSEE BEAUTY

Bright caps — firm — good shipper

We consider TENNESSEE BEAUTY one of the best varieties for late berries in the middle states. Plants of TENNESSEE BEAUTY are vigorous, making runners freely—calling for some thinning to conserve this vitality for berry production. TENNESSEE BEAUTY has resistance to some foliage diseases, a point to be considered. The berries of TENNESSEE BEAUTY plants are a delight to see, with bright caps topping the medium to large, glossy red fruit. TENNESSEE BEAUTY berries are firm and ship well. They are very good for freezing and preserving. To know it is to like it—and we believe growers who set TENNESSEE BEAUTY this year will feel the same way at time of harvest.

I want to thank you for the nice plants every year. Each year, my strawberries are better! Last year, I picked over 800 quarts off of 500 TENNESSEE BEAUTY plants—after we had a hard freeze when they were in the blooming stage. The berries are extremely large. Thanks for such nice, healthy plants.

Mrs. Herschel Earle
Berry, Kentucky



SURECROP

See Page 12

TWO GREAT MIDSEASON VARIETIES



POCAHONTAS

See Page 13

A photograph showing a field of strawberry plants. The plants are densely packed, with many bright red strawberries visible. The ground is covered with a layer of straw mulch. The plants have green leaves and some are still in the process of ripening, showing a mix of red and white.

SUNRISE

See Page 9

STANDARD OF THE INDUSTRY

The logo for W.F.A. is presented in a white, horizontally-oriented oval shape. The letters 'W.F.A.' are written in a large, bold, green, serif font. To the right of the 'A', there is a small graphic of a strawberry. Below the oval, the text 'SALISBURY M' and 'TELEPHONE' is visible in a smaller, black, sans-serif font.

W.F.A.

SALISBURY M
TELEPHONE

A photograph of a green cardboard box filled with ripe, bright red strawberries. The strawberries are fresh, with their green leafy tops still attached. The box is placed on a bed of straw mulch, which is visible around the edges of the box.

SPARKLE

See Page 14



ROBINSON

See Page 15

LEN CO.

FOR EIGHTY-FOUR YEARS

LAND 21801
742-7123



MIDLAND

See Page 7



OZARK BEAUTY
See Page 18



VESPER
See Page 17

ROBINSON

Old faithful for size and production

ROBINSON is a late bearing variety best adapted to Northern locations. ROBINSON plants, while small, have the advantage of healthy foliage and can make a good plant bed under almost any conditions. ROBINSON has built-in tolerance to virus diseases. The berries are large (some say the very largest), light red in color and attractive, although not considered firm enough for distant shipment. We have noted that Midway is replacing ROBINSON in some areas but for the Northern grower interested mainly in size, ROBINSON is still the variety to consider. *See color picture, center.*

ALBRITTON

The one with CLASS

ALBRITTON is best adapted to the coastal region of North Carolina and to a limited degree to the coastal areas of Virginia and Maryland. The plants make a very vigorous growth and are quite productive when grown in this area. Moving north, you do not get the high yields obtained in North Carolina.

ALBRITTON berries are beautiful. We know of no other strawberry that has more class and they demand a premium price in markets where they are available. The berries are vivid red, turning to deeper red when fully ripe. They are glossy, uniform in shape with exceptional flavor and large size. ALBRITTON is not generally considered a good freezing berry.

We have a nice supply of some very beautiful ALBRITTON plants that will produce for you.

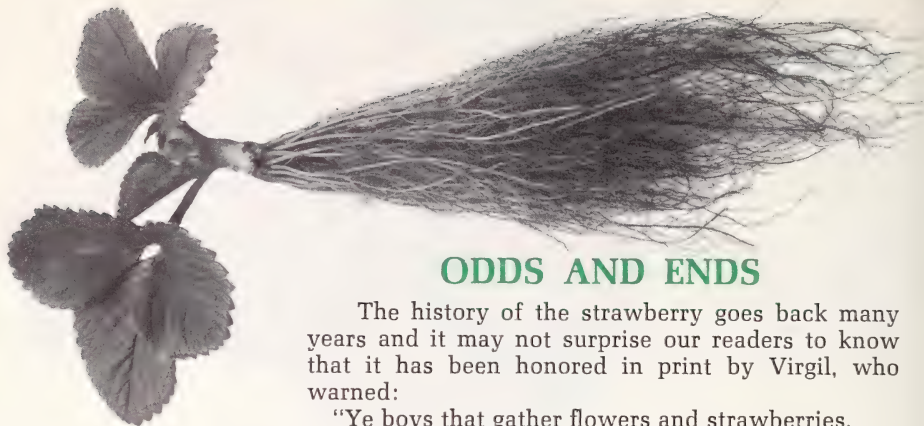
Gentlemen: I would like for you to quote me your price on 2,000 Albritton plants. I will tell you what I did with this variety this past spring—in comparison with the following: Midway, Pocahontas, Surecrop, Jerseybelle, and Vesper. Albritton outyielded the others in No. 1 berries and they were the nicest berries I have ever seen—and I have been growing berries a long time. And may I add that the 250 Albritton bought from you in 1965 yielded 553 quarts in 1966—and that was a hot year! I have been buying plants from you for some time and I will say they are the best of all.

Homer Holleman
Hartsville, Tennessee

ARMORE

Full of vigor—fine for home garden

The late bearing of ARMORE has made it a popular variety in the middle states. ARMORE has vigor and vitality and runner development is no problem with this variety. ARMORE berries are large in size, irregular in shape, light red and highly flavored. They are sub-acid, however, and this, along with lack of firmness, prevents them from being tops for freezing or preserving. ARMORE is still the one to grow for home garden or roadside stand for those growers in the middle states needing a highly productive late variety.



ODDS AND ENDS

The history of the strawberry goes back many years and it may not surprise our readers to know that it has been honored in print by Virgil, who warned:

“Ye boys that gather flowers and strawberries,
Lo, hid within the grass an adder lies.”

Now, ladies, this doesn't mean that you will be in danger from an adder every time you run out to the berry patch to pick a quart or two for your dinner. We find adders few and far between and have yet to run into one in the berry patch.

If you like to read, you are very apt to pick up some odd little bits of information. For instance, there's the article that stated quite positively that 90% of the weight of a strawberry is made up of water — and botanically, it is not recognized as a berry! This may come as a shock to our readers who look on the strawberry as just that. We have decided they can call it anything “botanically” — it will always be “the strawberry” to us at Allen's — and we are looking forward with anticipation to the next harvest. Don't you agree?

Many funny things can happen to people growing strawberries and a book may be written in that vein some day. Would you believe that a playful puppy could steal strawberry plants out from under your nose, chew the plants off at the top — and those plants would still grow for you? Well, it happened and there isn't a doubt that berries will be harvested in the spring from those plants. This really is a great plug for our plants and we appreciate Mr. John Phipps, of Salem, Arkansas, writing to tell us all about it.

JERSEYBELLE

Large size berries from vigorous plants

JERSEYBELLE is a great favorite as a late variety in New Jersey and neighboring areas. JERSEYBELLE plants are vigorous and produce runners well. JERSEYBELLE berries are of large average size, good color when picked at proper time, with pretty caps. The skin is somewhat tender and this prevents JERSEYBELLE from being a good distance shipping berry. JERSEYBELLE is not considered particularly good for freezing but berries are excellent for fresh market, pick-your-own, and table use. *See color picture, inside back cover.*

VERY LATE VARIETIES

VESPER

Large and lovely — ever so productive

VESPER is the offspring of Utah Shipper and Jerseybelle and like Jerseybelle, it is a very productive variety. VESPER plants are vigorous and make runners well. Berries are rich red and glossy, large in size, with lovely cap of green. VESPER ripens later than Jerseybelle and is an excellent variety to extend the season for Northern growers. VESPER is susceptible to Verticillium Wilt and leaf disease and care must be taken to guard against attack. We consider VESPER a fine variety for the Northern states but cannot recommend it for growing south of New Jersey since it tends to become too soft in the South. See color picture, center.



Jennifer knows you will like our plants as well as she does.

REDSTAR

Beautiful foliage, good berries

REDSTAR, thanks to its virus free heritage, produces healthy, beautiful foliage on vigorous plants. The lateness of the REDSTAR season makes ample moisture a major requirement—while lateness in blooming prevents late frost kills, thereby extending the season for you as a grower. REDSTAR berries are large, medium firm, tart but very good in flavor and quality, and bright red in color. REDSTAR is resistant to leaf spot and scorch and is tolerant to virus but is not resistant to Red Stele and we would not advise setting REDSTAR in your land if you have any reason to believe Red Stele may be present. For the home gardener in the North who wishes to extend his berry season, we say try REDSTAR.



EVERBEARING VARIETIES

OZARK BEAUTY

One of the best everbearing kind for runner production — although main crop, as with most varieties, is borne on the mother plant. Berries are sweet, good flavored, and fine crops for eating and freezing can be depended on from this better than average everbearer. *See color picture, center.*

At time, we find it necessary to replace plants that have been lost or delayed in transit. One of the most interesting replacements was made when a customer called and said his plants had arrived safely — but his daughter mistook the package for trash and tossed it in the garbage. He could not retrieve it and the plants were gone! Needless to say, we sent more plants at his expense — and this time he was watching for them — not about to let his daughter make the same mistake twice! Then, there was the lady who called to ask how much straw you should use as mulch — she had an idea that her husband had smothered their little berry plants when he used several bales. She was probably right but we doubt that the situation was improved when she set fire to the straw later in the day.

OUR GUARANTEE

W. F. Allen Company guarantees that our superior plants will grow for you. Write us within 45 days if you are not completely satisfied and we will replace the plants or refund your money. After 45 days and within one year of the date the plants were shipped, any plants not satisfactory will be replaced at one-half price. This guarantee applies only to the price of the plants and no further responsibility or liability is implied.



MAKING MONEY WITH STRAWBERRIES

Strawberries can be grown consistently with as high a monetary return for the investment as any crop there is. You must grow good berries which will pay for the extra effort used in producing them. The price of strawberries is dependent upon quality, and quality makes it easy to sell your berries at a nice profit.

SOME THINGS TO CONSIDER

1. Strawberries can be grown anywhere with fine varieties suitable for every state.
2. Strawberries are an excellent way to utilize good land, especially in urban areas, because a high income per acre can be expected.
3. Strawberries have a wide variety of markets available—local stores, chain stores, restaurants, processors, commission houses, roadside markets and "Pick Your Own" projects.
4. Strawberries require little machinery with little capital investment.
5. Strawberries are the first fruit crop of the season.
6. Strawberries under irrigation are protected in the spring from frost damage and the berries produced are larger and better with ample moisture.
7. Strawberries are excellent as a family business or a commercial venture. The work is suitable for older people, women and children.
8. Strawberries appeal to everybody. No one can resist quality berries offered at either retail or wholesale.

SOME THINGS TO WATCH OUT FOR

1. Do not plant more strawberries than you can care for. The profit in strawberries is in growing them well.
2. Do all the things necessary to grow good berries. Poor berries sell only when quality berries are not available.

"PICK YOUR OWN"

"Pick Your Own" projects are increasing every year. Fields will vary from less than an acre to more than 20 acres, with the owner-grower having his crop picked by his customers. Packages are in most cases supplied by the grower so the harvesting operation consists of supervising the customer-pickers and collecting the money for the fruit. Any location within a few miles of a population center is a natural for this type of berry growing.

A person living in the city is able through "Pick Your Own" to get a supply of completely fresh strawberries for his own use with an outing that is both work and fun.

In most cases "Pick Your Own" has the unique situation of providing an ever-increasing market, as satisfied customers tell their friends and, like gossip, more and more people find out. Usually "Pick Your Owners" have a regular mailing list by which they let customers of past years know what variety will be available and when. A small ad in the newspaper, a spot announcement on the local radio station, or other means of publicity may be necessary to bring customers for the first time. After your reputation for good berries is established they will be back.

FAMILY GARDEN

You Get The Best an

Order one of these Garden Collections and receive the best varieties at big savings. Transportation is included in our prices.

Strawberries are successfully grown by all ages — with pride and profit. Experience is not necessary in growing this ideal crop which offers so many ways to be enjoyed — fresh from the vines (and that fresh flavor

MIDDLE STATES GARDEN COLLECTIONS

Well adapted for production of luscious berries.

REDGLOW — Shiny red; freezing excellence.

FAIRFAX — Finest quality; the garden berry deluxe!

SURECROP — Extremely vigorous; high yield.

ARMORE — Big in vitality; large size.

NORTHERN STATES GARDEN COLLECTIONS

EARLIDAWN — Earliest of all; frost resistant.

CATSKILL — Hardy and productive; our best seller.

SPARKLE — Late; excellent for freezing; productive.

JERSEYBELLE — Large size; good quality.

NEWEST VARIETY COLLECTIONS

SUNRISE — Early; disease resistant; firm; bright red color.

SUWANNEE — Old variety revived; highest flavor.

MIDWAY — Gaining in popularity; good on all counts.

REDCHIEF — Just introduced; great vigor.

Picking And Packing Allen Strawber



COLLECTIONS

Costs You Less!

can be relished the year around by freezing some of them), preserves, jams, and strawberry shortcake.

Good health comes through the exercise and fresh air you enjoy in planting, growing, and picking this taste treat. You can afford this luxury food by growing them yourselves. The wise grower just can't go wrong in ordering one of these *Collections* that have been selected with care.

Collection A	100 plants, 25 each of the 4 kinds	\$ 8.85
Collection B	200 plants, 50 each of the 4 kinds	14.20
Collection C	400 plants, 100 each of the 4 kinds	22.65
Collection D	1000 plants, 250 each of the 4 kinds	47.10

We pay transportation

Collection E	100 plants, 25 each of the 4 kinds	\$ 9.25
Collection F	200 plants, 50 each of the 4 kinds	15.80
Collection G	400 plants, 100 each of the 4 kinds	23.65
Collection H	1000 plants, 250 each of the 4 kinds	49.00

We pay transportation

Collection K	100 plants, 25 each of the 4 kinds	\$ 9.85
Collection L	200 plants, 50 each of the 4 kinds	15.80
Collection M	400 plants, 100 each of the 4 kinds	25.25
Collection N	1000 plants, 250 each of the 4 kinds	52.35

We pay transportation

The Early Part Of The Century



FAMILY GARDEN COLLECTIONS

You Get The Best and It Costs You Less!

Order one of these Garden Collections and receive the best varieties at big savings. Transportation is included in our prices.

Strawberries are successfully grown by all ages — with pride and profit. Experience is not necessary in growing this ideal crop which offers so many ways to be enjoyed — fresh from the vines (and that fresh flavor

can be relished the year around by freezing some of them), preserves, jams, and strawberry shortcake.

Good health comes through the exercise and fresh air you enjoy in planting, growing, and picking this taste treat. You can afford this luxury food by growing them yourselves. The wise grower just can't go wrong in ordering one of these *Collections* that have been selected with care.

MIDDLE STATES GARDEN COLLECTIONS

Well adapted for production of luscious berries.

- REDGLOW** — Shiny red; freezing excellence.
- FAIRFAX** — Finest quality; the garden berry deluxe!
- SURECROP** — Extremely vigorous; high yield.
- ARMORE** — Big in vitality; large size.

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We pay transportation

NORTHERN STATES GARDEN COLLECTIONS

- EARLIDAWN** — Earliest of all; frost resistant.
- CATSKILL** — Hardy and productive; our best seller.
- SPARKLE** — Late; excellent for freezing; productive.
- JERSEYBELLE** — Large size; good quality.

Collection E	100 plants, 25 each of the 4 kinds	\$ 9.25
Collection F	200 plants, 50 each of the 4 kinds	15.80
Collection G	400 plants, 100 each of the 4 kinds	23.65
Collection H	1000 plants, 250 each of the 4 kinds	49.00

We pay transportation

NEWEST VARIETY COLLECTIONS

- SUNRISE** — Early; disease resistant; firm; bright red color.
- SUWANNEE** — Old variety revived; highest flavor.
- MIDWAY** — Gaining in popularity; good on all counts.
- REDCHIEF** — Just introduced; great vigor.

Collection K	100 plants, 25 each of the 4 kinds	\$ 9.85
Collection L	200 plants, 50 each of the 4 kinds	15.80
Collection M	400 plants, 100 each of the 4 kinds	25.25
Collection N	1000 plants, 250 each of the 4 kinds	52.35

We pay transportation

Picking And Packing Allen Strawberries In The Early Part Of The Century





COMMONSENSE METHODS FOR GROWING STRAWBERRIES

STRAWBERRIES are grown successfully in every state. They are easy to grow and beginners are proud of their fine berries.

BEARING. Standard varieties set in the spring of 1969 will bear their best crops in May or June of 1970. Everbearing varieties set in the spring produce berries in late summer and fall of the same year.

PLANTING. Early spring planting is of the greatest importance in growing strawberries. This means just as early in the spring as the weather permits you to get the ground ready and the plants set. The plants may become established while the soil is still cool and moist and a good stand with resultant growth becomes the rule. With dormant plants and irrigation, later setting is possible but it is not as easy. Planting time is usually February, March and early April in the southern states; March and April in the middle states; April and May in the northern states.

LATE FALL PLANTING with the idea of getting a partial crop the following May or June is not generally a good practice. Results in most cases do not justify the extra effort, even though the job may be done when not so rushed and the hazard of bad weather in the spring delaying

planting is avoided. It must be remembered that you have the trouble of mulching through an extra winter and more work in controlling weeds and grass. Of course, if the plants survive the winter successfully, they do start earlier and grow better than spring set plants but dormant plants largely offset this advantage.

PLANTING DISTANCES. In general we recommend setting plants 18 to 20 inches apart in rows 4 feet apart. This requires a little over 7,000 plants per acre. (See table) Somewhat closer planting is satisfactory in small gardens where space is limited, for the hill system as with everbearers, or for late setting where a good stand is uncertain. Closer setting is suggested also for varieties that make few plants and for varieties which are not virus free.

For the small garden order 7 plants for each 10 feet of row you want to set or figure 1 plant for each 5 square feet. Thus for a plot 10 by 10 you would need about 20 plants.

High yields can be had from small plots by using the hill system where all runners are cut off. There are many variations of the hill system. One of the most practical is to use a

double hill row with plants 12 inches apart in the row and 30 inches between each double hill row. This plan makes possible economies in cultivation and runner cutting. All hill system plans require extra plants.

PLANTS FOR VARIOUS PLANTING DISTANCE

Rows	In the row	Total per acre
3 ft. apart	18 inches	9,680 plants
3 ft. "	24 "	7,260 "
3½ ft. "	18 "	8,297 "
3½ ft. "	24 "	6,223 "
4 ft. "	18 "	7,260 "
4 ft. "	24 "	5,445 "
3 ft. 8 in. "	18 "	7,128 "

SOIL AND LOCATION. Any soil that makes good yields of garden or field crops will produce strawberries in abundance, whether that soil is a light sandy loam or a heavy clay. Here are some pointers.

1. In rolling country a sloping field gives better air drainage and less injurious frosts.
2. Run the berry rows across a steeply sloping field rather than up and down to help prevent erosion.
3. Follow a hoed crop to make less weeds and grass to contend with in the strawberries.
4. Avoid sod land that may harbor grub worms which cut or injure your plants. Use of chlordane makes the use of sod land much safer. With treatment we would prefer good sod land to poor cultivated land.
5. Change the place of the strawberry bed every few years. It will help to keep up the vigor and growth and reduce the danger of a build up of disease and insect trouble.
6. A rank growth of weeds and grass on a vacant lot, garden plot or unused field indicates soil fertile enough to grow good crops of strawberries.
7. Most important of all—Select land that holds moisture well because (a) it is naturally springy, (b) it has a high water table, (c) because lots of organic matter in the form of animal manures or green crops has been incorporated in the soil. Of course, if irrigation is available,

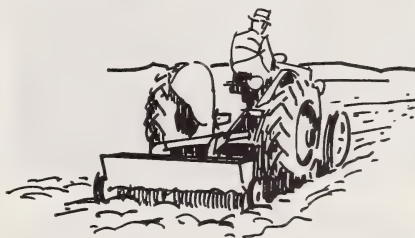
you can give the plants water when necessary.

LAND PREPARATION. In late winter or very early spring the land should be plowed or in small plots spaded to a depth of 6 to 8 inches. Then with a harrow or rake it should be leveled off to form a smooth friable planting bed. Here are some of the things which are not necessary but which are very helpful in getting bigger, better crops of berries:

1. Plowing under in late summer a heavy growth of green crops such as peas, beans, clover, sowed corn, weeds, grass, etc. All these rot quickly and are much more valuable for the strawberry crop if plowed under while still green.

2. Early fall sowing of rye or wheat to give a heavy sod to be plowed under in late winter or very early spring. This will be easier to handle if disced up thoroughly before plowing.

3. Applications of horse, cow, hog, or sheep manure at the rate of 5 to 20 tons per acre. This is the best of all preparations for a fine crop of berries. Results are almost equally good if one of these applications has been made for the previous crop. Poultry manure is better when applied to the previous crop but is helpful to current crop if full of litter and only three to four tons per acre are used. Excessive applications of poultry manure may cause some burning, especially in dry seasons. If used, apply poultry manure to field or garden in the fall for spring planting.



For small areas a good guide in the application of horse, cow, sheep or hog manure is to figure one to two bushels for every 100 square feet. Manure from poultry and broiler houses either contains chick weed seed from feed or bedding or stimulates excessively the growth of chick weed, which becomes very serious in many strawberry growing areas.

PUTTING PLANTS IN GROUND. Any method is good which leaves the roots reasonably straight down in the soil. It is best if the roots are spread with the soil pressed tightly against them and the bud just at the surface. With plants that have very long roots, clipping them off to about 4 or 5 inches, which will not hurt the plants, will make a good job of setting easier. No matter how long or how short the leaf stems, fruit stems or roots may be at time of setting, the bud must be just at the surface. (See picture)



As far as setting tools are concerned, a good garden trowel is best for work in small plots; in larger fields it is common practice to use a transplanter. With a transplanter it is very important that the setting depth of the plants be checked behind the planter.

CHEMICAL FERTILIZER. On very fertile garden soils none is needed. On most good soils fertilizer will not prove beneficial if plenty of stable manure of any

kind has been applied. On many soils chemical fertilizers will be very helpful. 600 pounds per acre of any fertilizer containing 3 to 6% of nitrogen, 5 to 10% of phosphorus, and 2 to 3% of potassium may be used. This may be stirred into the soil down the row before the plants are set or applied as a side dressing in one or more applications after growth starts. Inorganic nitrogen like nitrate of soda or sulphate of ammonia should be used in these applications only with great care, as they will injure either roots or leaves if they come in direct contact. Organic nitrogen materials like tankage, fish, dissolved bone, cotton seed meal or dried blood are safe to use.

Whatever the soil preparation and earlier treatment, it is well to examine the plant beds in late August or early September. If the growth is satisfactory and the leaves have a rich dark green appearance, no further fertilizer is necessary. If color and growth are not satisfactory at that time, apply as a top dressing directly on the plant beds about 600 pounds per acre of 6-8-2 or any fertilizer mixture your dealer has containing 4 to 6% nitrogen, 6 to 10% of phosphorus and 2 to 5% of potash. Apply only when foliage is thoroughly dry and brush loose material off the leaves at once. This is important to prevent injury. An application of 600 pounds per acre means about 1 pound for each 20 feet of row.

LIME. If other crops, weeds or grass have made a good growth on the land you have selected for strawberries, it does not need lime. However, if you want to have your soil tested for acidity a pH range of 5.7 to 6 is best; 5 to 7 is satisfactory if organic matter content of the soil is fairly high.



CARE OF PLANTS. Plants should be set promptly on arrival if possible. Dip the roots in water and keep them protected

when taken to the garden or field for setting. A hot day is bad for setting strawberry plants. A hot windy day is terrible. A cool cloudy day is fine. Sometimes plants must be kept a while because the ground is not ready or for some other reason. Small lots of plants can be kept in the family refrigerator if there is room.

Burying the crate or package for a while in a snowbank is satisfactory. The very best way to hold plants is in cold storage between 29 and 32° — never never put plants in a freezer where temperatures will go below 28°.



CULTIVATING, HOEING AND TRAINING. The purpose of cultivating and hoeing is to control weeds and keep the top soil loose so as to conserve soil moisture and enable the new runners to take root. Shallow cultivation and hoeing is best — not to exceed 2 inches.



1. Uncover the buds. Any of the plant buds which have become covered with packed or caked dirt must be uncovered. Neglect in doing this is often the greatest single cause of a poor stand. The outside leaves may remain fresh and green for some time but if the bud is smothered the whole plant will eventually die.

2. Cut off the blossoms at each hoeing. The vitality necessary to mature a cluster or two of berries is needed by the newly set plant to make a strong, vigorous plant growth.

3. Most of the training of new runners is done at hoeing time. A well spaced matted row is the best system for getting the largest crop of the best berries. It will not pay to be too fussy about exact spacing distances but it should be kept in mind that 4 to 8 plants per square foot of fruiting bed is enough. An excess is no better than weeds. Train the first strong new runners out like spokes from a wheel and root them until a fruiting row 1½ to 2½ feet wide has been formed. When that has been done as many as possible of the later runners should be pulled or cut off.



WEED KILLERS. There is much work being done with weed killers at the various State Experiment Stations. We rec-

commend that you write the Experiment Station in your state for their recommendations for your locality. In the right situation weed killers can be a tremendous help but nobody should set an acreage of plants too large to care for if the weed killers do not do the job. We doubt if chemical weed control is practical or necessary on very small plots. Diphenamid has been one of the most promising materials from our experience and observation.



MULCHES. Mulching is necessary for winter protection in all the northern states and would be helpful in many fields as far south as Virginia and Kentucky. In addition to giving protection from cold, mulching helps to keep down weeds and grass, to conserve soil moisture, and to keep the fruit bright and clean.

The mulch should be applied in the fall after frost and light freezes (25 to 28 degrees F.) have occurred but before hard freezing (20 degrees F. or lower). It should be removed, at least partly, soon after growth starts in the spring.

Wheat straw and marsh grass are considered the best materials. Rye straw, pine needles, coarse strawy manure and various kinds of hay are satisfactory. In some sections, sawdust has been used with good results; also buckwheat hulls. Use whatever you have or can buy at a reasonable price.

IRRIGATION. If you have irrigation it will certainly pay to use it for strawberries, especially just before fruiting time. However, irrigation is not mandatory. Most of the fine berry crops in this country are produced on good straw-

berry soil that holds moisture well because stable manure and green crops have been added or because of a high water table. Irrigation during the danger hours will save a strawberry crop from severe frost and freeze damage with temperatures as low as 20° F. during bloom.



DISEASES AND INSECTS. If a problem arises, we suggest you contact your local County Agent and your State Experiment Station for information and their recommendations. The U. S. Department of Agriculture has two bulletins which are quite good. Farmer's Bulletin #2140 (Strawberry Diseases) and Farmer's Bulletin #2184 (Strawberry Insects) may be obtained from the Superintendent of Documents, Washington 25, D. C., for 15¢ and 10¢ respectively.

If red stele becomes a problem, your best bet is to pick a variety that is resistant, such as Redchief, Sunrise, Surecrop, Redglow, Midway, and Sparkle.

Verticillium wilt, which causes "summer dying" of strawberry plants, is a problem in some areas of the north, but fortunately we have never seen it on our farms here in Maryland. It is more likely to occur following a crop such as tomato, Idaho potato, egg plant and pepper. Earldawn is the most susceptible variety, along with Redstar, Sparkle, Jerseybelle, Armore, Pocahontas, Midway, Midland, and Dixieland. Among the resistant varieties are Redchief, Sunrise, Premier, Catskill, Surecrop, Robinson, Tennessee Beauty. Most other varieties fall somewhere in between with an intermediate degree of resistance.

HOW TO ORDER

1. ADDRESS. Print your name, street address if you live in the city or Route and Box Number if you live in the country, Postoffice, State and Zip Code on the order blank. If you have given a Route and Box Number address, please include name of road you live on and nearest crossroad.

2. VARIETIES. Decide the number of plants of each variety you want. List on the order blank, referring to Page 28 for prices.

3. TRANSPORTATION. Delivery charges are in addition to prices on Page 28. We will ship the best way for your location for an additional 10% of the cost of plants (15% west of the Mississippi)—50¢ minimum on all orders.

4. PAYMENT. Add the cost of the plants and transportation costs and include check or money order, payable to W. F. Allen Company, in this amount with your order.

5. SHIPPING DATE. Fill in date you would like plants shipped in blank space provided at bottom of order blank. If you do not fill in this blank, we will ship on date best suited to your locality, advising you when order is received. Planting as early as the weather permits is the rule. See Page 22.

6. AIR TRANSPORTATION. Salisbury is served by Salisbury-Wicomico Airport and Allegheny Airlines. If air transportation is desired, do not send the additional transportation charges as they may be paid when plants are received. Your nearest airport can give you an estimate of charges, based upon 3 pounds per 100 plants.

VIRUS FREE (REGISTERED)

Plants referred to as "virus free" in this catalog have been field grown by us from virus free foundation stock furnished by the U. S. Department of Agriculture, Bureau of Plant Industry, Soils and Agricultural Engineering, Beltsville, Maryland. Our field-grown stock has been dusted with parathion to control aphids which transmit the virus diseases. It has also been grown at considerable distances from any other strawberry plants. Since viruses do not produce clear cut symptoms in most strawberry varieties but simply weaken and devitalize the plants, no guarantee can be made that these plants are 100% free of viruses. Because of the measures that we have used to protect these plants from virus infection, we believe them to be substantially virus free.

All plants from virus free sources which meet the rigid growing requirements of our Inspection Service are entitled to be sold as "Registered." All our virus free varieties have met these requirements and will carry a label showing that they are "registered." We hope W. F. Allen Company will receive your plant orders, but in any event you should get plants which meet the rigid requirements which entitle them to be registered.

TRUE TO NAME

WE TAKE EVERY PRECAUTION TO HAVE ALL PLANTS TRUE TO NAME. WE WILL REPLACE THE PLANTS OR REFUND YOUR MONEY IF ANY PROVE OTHERWISE BUT WE WILL NOT BE RESPONSIBLE FOR ANY SUM GREATER THAN THE COST OF THE PLANTS ORDERED.

PRICE LIST FOR 1969 SEASON

EARLY VARIETIES

	25 plants	50 plants	75 plants	100 plants	150 plants	200 plants	250 plants	500 plants	1,000 plants	5,000 plants
Blakemore	\$2.35	\$3.60	\$4.40	\$5.25	\$7.25	\$ 8.75	\$10.40	\$15.25	\$23.50	\$115.00
Dixieland	2.75	4.15	5.15	6.20	8.60	10.45	12.05	17.90	27.50	135.00
Earlibelle	2.70	4.05	5.05	6.10	8.40	10.25	11.80	17.55	27.00	132.50
Earlidawn	2.90	4.35	5.45	6.55	9.05	11.00	12.70	18.85	29.00	142.50
Fairfax	2.75	4.15	5.15	6.20	8.60	10.45	12.05	17.90	27.50	135.00
Florida 90	2.00	3.00	3.75	4.50	6.25	7.60	8.75	13.00	20.00	97.50
Midland	2.90	4.35	5.45	6.55	9.05	11.00	12.70	18.85	29.00	142.50
Premier	2.50	3.75	4.70	5.65	7.80	9.50	10.95	16.25	25.00	122.50
Redcoat	2.90	4.35	5.45	6.55	9.05	11.00	12.70	18.85	29.00	
Redglow	2.80	4.20	5.25	6.30	8.75	10.65	12.30	18.20	28.00	137.50
Senator Dunlap..	2.40	3.60	4.50	5.40	7.45	9.10	10.50	15.60	24.00	117.50
Sunrise	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	147.50
Suwannee	2.65	4.00	5.00	6.05	8.30	10.10	11.65	17.25	26.50	130.00

MIDSEASON VARIETIES

Catskill	2.70	4.05	5.05	6.10	8.40	10.25	11.80	17.55	27.00	132.50
Empire	2.65	4.00	5.00	6.05	8.30	10.10	11.65	17.25	26.50	130.00
Fulton	2.85	4.25	5.35	6.40	8.95	10.85	12.50	18.50	28.50	
Midway	2.80	4.20	5.25	6.30	8.75	10.65	12.30	18.20	28.00	137.50
Pocahontas	2.70	4.05	5.05	6.10	8.40	10.25	11.80	17.55	27.00	132.50
Redchief	3.50	5.25	6.55	7.90	10.65	13.35	15.25	22.75	35.00	175.00
Surecrop	2.70	4.05	5.05	6.10	8.40	10.25	11.80	17.55	27.00	132.50

LATE VARIETIES

Albritton	2.50	3.75	4.70	5.65	7.80	9.50	10.95	16.25	25.00	122.50
Armore	2.50	3.75	4.70	5.65	7.80	9.50	10.95	16.25	25.00	122.50
Fletcher	2.75	4.15	5.15	6.20	8.60	10.45	12.05	17.90	27.50	
Jerseybelle	2.90	4.35	5.45	6.55	9.05	11.00	12.70	18.85	29.00	142.50
Robinson	2.60	3.90	4.90	5.90	8.20	9.90	11.40	16.90	26.00	127.50
Sparkle	2.70	4.05	5.05	6.10	8.40	10.25	11.80	17.55	27.00	132.50
Tenn. Beauty	2.60	3.90	4.90	5.90	8.20	9.90	11.40	16.90	26.00	127.50

VERY LATE VARIETIES

Redstar	2.80	4.20	5.25	6.30						
Vesper	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	147.50

EVERBEARING

Ozark Beauty	4.00									
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Our plants are tied and sold in bunches of 25 and we do not sell less than 25 of any variety.

Quantity rates are based on plants of one variety. Two or more varieties cannot be combined at the quantity rate.

The prices on this page do not cover transportation costs from Salisbury, Maryland to your home. See Page 27.

If 10,000 or more plants of one variety are desired, please write us for quotation.

PLANTS FOR THIS SEASON ARE NOT SUFFICIENTLY MATURE OR DORMANT TO DIG UNTIL NOVEMBER 15th.



MIDWAY
See Page 11



ALLEN'S PLANTS / *Standard of the Industry for 84 Years*

JERSEYBELLE
See Page 16



CATSKILL

See Page 10



W.F. ALLEN CO.

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